

ESTTA Tracking number: **ESTTA580887**

Filing date: **01/09/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91214091
Party	Defendant David Reynoso Urzua A/K/A David Reynozo
Correspondence Address	Wendy Peterson Not Just Patents LLC PO Box 18716 Minneapolis, MN 55418 UNITED STATES wsp@NJPLS.com
Submission	Answer
Filer's Name	Wendy Peterson
Filer's e-mail	wsp@NJPLS.com
Signature	/Wendy Peterson/
Date	01/09/2014
Attachments	Answer design mark plus Exhibits.pdf(5529883 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Opposition Proceeding 91214091

In the matter of Trademark Applicant No. 76713393

For the mark: Bottle configuration in the shape of a jaguar's head

Publication Date: Aug. 20, 2013

Villanueva Holding Company LLC

v.

David Reynozo

ANSWER

Applicant objects to Villanueva Holding Company LLC 's Notice of Opposition as not following TBMP 309.03 rules (more than a single point per paragraph of the complaint) and for not giving sufficient notice to Applicant of the facts being alleged.

1. Denied. An application is only evidence that an application was made; it is not evidence of any rights except constructive rights that may accrue if the application matures into a registration. Denied that Villanueva Holding Company LLC has any common law rights.
2. Denied that there is any similarity that is relevant. Denied that Villanueva Holding Company LLC 's mark is known as Jaguar Reserve: On information and belief, Villanueva Holding Company LLC 's tequila is known as BEADED JAGUAR and

CHAQUIRA and the bottle it is sold in is a beaded jaguar head that is characteristic of Huichol art.

3. Denied. On information and belief, Villanueva Holding Company LLC 's tequila is known as BEADED JAGUAR and/or CHAQUIRA and the bottle it is sold in is a beaded jaguar head that is characteristic of Huichol art.
4. Denied.
5. Denied.
6. Denied.

AFFIRMATIVE DEFENSES

1. Villanueva Holding Company LLC ("Villanueva") is not the owner of the mark RESERVA DE EL JAGUAR.
 - a. On December 19, 2013, after the alleged assignment of all of the goodwill from Mexcor to Villanueva (10/2/2013), a Statement of Use (Exhibit A) was filed by Mitzi Ferranti (the compliance officer for Mexcor) identifying the owner of the mark as Mexcor Inc.
 - b. Mitzi Ferranti had previously submitted the paperwork to the TTB (US Department of the Treasury Alcohol and Tobacco Tax and Trade Bureau) making a sworn statement that Mexcor is the owner of the TTB registration for CHAQUIRA RESERVA DE EL JAGUAR and that the labels being submitted were the true labels being used on the bottle. (Exhibit B.)
 - c. The specimen filed with the SOU for RESERVA DE EL JAGUAR (Exhibit C) shows neither of the labels that are approved by the TTB but does show the

packaging (open box) identifying the goods as CHAQUIRA RESERVA DE EL JAGUAR, the tequila registered with the TTB.

- d. CHAQUIRA is a registered trademark of Mexcor Inc. RN 4423034. The specimen labels on the bottle are similar to but not those labels approved by the TTB. (Exhibit D-TSDR and specimen for CHAQUIRA).
 - e. Villanueva is, however, the owner of the bottle design application SN 85794373 a bottle in the shape of a jaguar's head with many bead shaped elements on the surface of the bottle. (Exhibit E)
 - f. Villanueva is not a successor in the business interest of RESERVA DE EL JAGUAR because Mexcor continues to be the party that is using the mark in commerce and Mexcor is the only party that has the only legal rights to sell this tequila in the US.
2. Unclean hands: Deception of the public, the USPTO, and the Consejo Regulador del Tequila. The only name that RESERVA DE EL JAGUAR can be legally sold under in the US, CHAQUIRA RESERVA DE EL JAGUAR, is not the mark being cited by Villanueva. The Consejo Regulador del Tequila (the Tequila Regulatory Council), better known as the CRT is the governing agency that oversees all aspects of tequila production. The only legal brand name that Villanueva has registered with the Tequila Regulatory Council for the cited tequila is CHAQUIRA RESERVA DE EL JAGUAR. (Exhibit F)
3. Unclean hands: Deception of the public and the USPTO. Mexcor applied for the mark CHAQUIRA with the claim that “The wording "Chaquira" has no meaning in a foreign language.” Chaquira is a Spanish word meaning ‘glass bead’ (www.spanishdict.com/translate/glass) which is born out in Villanueva’s glass bead

bottle design and Mexcor's CHAQUIRA and Mexcor's RESERVA DE EL JAGUAR.

Villanueva cannot legally sell the tequila in the US without CHAQUIRA on the bottle labels and it is deceptive and without merit that Villanueva make claims that it is known as Jaguar Reserve.

4. Unclean hands: Deception of the public and the USPTO. On information and belief, the common law sales claimed by Villanueva in the Notice of Opposition are really sales of tequila under the common name BEADED JAGUAR and not RESERVA DE EL JAGUAR. At the time of the filing of the Notice of Opposition only one seller, a distributor named Specs, advertises nationally that they sell Mexcor's tequila and it is sold as BEADED JAGUAR. Villanueva does not have a web site. Mexcor at the time of the filing of the Notice of Opposition does not even list the CHAQUIRA RESERVA DE EL JAGUAR, CHAQUIRA, RESERVA DE EL JAGUAR or BEADED JAGUAR tequila on their own web site at MEXCOR.com.
5. A bottle of BEADED JAGUAR (the common name used for Villanueva's tequila in the beaded bottle) sells for upwards of \$100 each from Specs online, one of the largest sellers of alcohol in the US. Someone paying more than \$100 a bottle for tequila is not likely to confuse a beaded ('chaquira') bottle (Mexcor) with the name RESERVA DE EL JAGUAR on it with a smooth glass bottle (Applicant).
6. Unclean hands: Deception on the TTAB. Villanueva did not plead its real interest in this proceeding. Villanueva's real interest in this Opposition is the registration of Villanueva's glass bottle design application SN 85794373 which was filed after Applicant's glass bottle design application. Villanueva's application was refused on 8/23/2013 because of a Letter of Protest from Applicant. Villanueva is trying to leverage

this Opposition to get Applicant to sign a consent agreement to allow SN 85794373 to register.

WHEREFORE, Applicant respectfully requests that the Opposition be dismissed with prejudice.

Submitted By: /Wendy Peterson/

Date: January 9, 2014

Wendy Peterson, Attorney for Applicant, David Reynozo

CERTIFICATE OF SERVICE

I hereby certify that on January 9, 2014, the foregoing was served upon Villanueva Holding Company LLC's attorney by first class mail:

John A. Tang
Strasburger & Price, LLP
909 Fannin Street, Suite 2300
Houston, TX 77010

By: /Wendy Peterson/

Date: January 9, 2014

Wendy Peterson, Attorney for Applicant, David Reynozo

Exhibit A

Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85510754
LAW OFFICE ASSIGNED	LAW OFFICE 115
EXTENSION OF USE	NO
MARK SECTION	
MARK	RESERVA DE EL JAGUAR
OWNER SECTION	
NAME	Mexcor, Inc.
STREET	8950 Railwood Drive
CITY	Houston
STATE	Texas
ZIP/POSTAL CODE	77078
COUNTRY	United States
PHONE	713-979-0066
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	033
CURRENT IDENTIFICATION	Tequila
GOODS OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	03/11/2013
FIRST USE IN COMMERCE DATE	03/11/2013
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT16\IMAGEOUT16\855\107\85510754\xml9\ SOU0002.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\855\107\85510754\xml9\ SOU0003.JPG
SPECIMEN DESCRIPTION	photos of product packaging

REQUEST TO DIVIDE	NO
PAYMENT SECTION	
NUMBER OF CLASSES IN USE	1
SUBTOTAL AMOUNT [ALLEGATION OF USE FEE]	100
TOTAL AMOUNT	100
SIGNATURE SECTION	
DECLARATION SIGNATURE	/mitzi ferranti/
SIGNATORY'S NAME	Mitzi Ferranti
SIGNATORY'S POSITION	Compliance Manager
DATE SIGNED	12/19/2013
SIGNATORY'S PHONE NUMBER	713-979-5100
FILING INFORMATION	
SUBMIT DATE	Thu Dec 19 16:38:41 EST 2013
TEAS STAMP	USPTO/SOU-204.57.83.178-2 0131219163841959576-85510 754-5003c1109dd933d2dc62a 5a56c56a668258267b847d89a 51dacfdca1a823e94ee-CC-46 39-20131218170303948912

Trademark/Service Mark Statement of Use
(15 U.S.C. Section 1051(d))

To the Commissioner for Trademarks:

MARK: RESERVA DE EL JAGUAR
SERIAL NUMBER: 85510754

The applicant, Mexcor, Inc., having an address of
8950 Railwood Drive
Houston, Texas 77078
United States
is submitting the following allegation of use information:

For International Class 033:
Current identification: Tequila

The mark is in use in commerce on or in connection with all goods or services listed in the application or Notice of Allowance or as subsequently modified for this specific class

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 03/11/2013, and first used in commerce at least as early as 03/11/2013, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) photos of product packaging.

[Specimen File1](#)

[Specimen File2](#)

The applicant is not filing a Request to Divide with this Allegation of Use form.

A fee payment in the amount of \$100 will be submitted with the form, representing payment for the allegation of use for 1 class.

Declaration

Applicant requests registration of the above-identified trademark/service mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq., as amended). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /mitzi ferranti/ Date Signed: 12/19/2013

Signatory's Name: Mitzi Ferranti

Signatory's Position: Compliance Manager

Signatory's Phone: 713-979-5100

RAM Sale Number: 85510754

RAM Accounting Date: 12/20/2013

Serial Number: 85510754

Internet Transmission Date: Thu Dec 19 16:38:41 EST 2013

TEAS Stamp: USPTO/SOU-204.57.83.178-2013121916384195

9576-85510754-5003c1109dd933d2dc62a5a56c

56a668258267b847d89a51dacfdca1a823e94ee-

CC-4639-20131218170303948912





FEE RECORD SHEET

Serial Number: 85510754



RAM Sale Number: 85510754

Total Fees: \$100

RAM Accounting Date: 20131220

<u>Transaction</u>	<u>Fee Code</u>	<u>Transaction Date</u>	<u>Fee per Class</u>	<u>Number of Classes</u>	<u>Total Fee</u>
Statement of Use (SOU)	7003	20131219	\$100	1	\$100

Transaction Date: 20131219



Exhibit B

FOR TTB USE ONLY			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 12352001000154			
1. REP. ID. NO. (If any)	CT 977	OR 81	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) TX-I-804		3. SOURCE OF PRODUCT (Required) <input type="checkbox"/> Domestic <input checked="" type="checkbox"/> Imported		8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required) MEXCOR, INC. 8950 RAILWOOD DR HOUSTON TX 77078	
4. SERIAL NUMBER (Required) 12CHBL		5. TYPE OF PRODUCT (Required) <input type="checkbox"/> WINE <input checked="" type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE			
6. BRAND NAME (Required) CHAQUIRA			8a. MAILING ADDRESS, IF DIFFERENT		
7. FANCIFUL NAME (If any) RESERVA DEL JAGUAR					
9. EMAIL ADDRESS MITZI@MEXCOR.COM	10. GRAPE VARIETAL(S) (If any)	11. FORMULA	18. TYPE OF APPLICATION (Check applicable box(es)) a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.) c. <input checked="" type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ 750ML_____ (Fill in amount) d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID. NO. _____		
12. NET CONTENTS 750 MILLILITERS	13. ALCOHOL CONTENT 40	14. WINE APPELLATION IF ON LABEL			
15. WINE VINTAGE DATE IF ON LABEL	16. PHONE NUMBER (713) 979-5100	17. FAX NUMBER (713) 979-0089			
19. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.					

PART II - APPLICANT'S CERTIFICATION

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

20. DATE OF APPLICATION	21. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT	22. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT
--------------------------------	---	--

12/17/2012

(Application was e-filed)

MITZI FERRANTI

PART III - TTB CERTIFICATE

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

23. DATE ISSUED

02/26/2013

24. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU**FOR TTB USE ONLY****QUALIFICATIONS**

TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.

STATUS

THE STATUS IS APPROVED.

CLASS/TYPE DESCRIPTION

TEQUILA FB

EXPIRATION DATE (if any)

AFFIX COMPLETE SET OF LABELS BELOW

Image Type:

Brand (front)

Actual Dimensions: 1.4 inches W X .8 inches H



Image Type:

Back

Actual Dimensions: 2.1 inches W X 2.1 inches H



TTB F 5100.31 (7/2012) PREVIOUS EDITIONS ARE OBSOLETE

Exhibit C





Exhibit D

[STATUS](#)[DOCUMENTS](#)[Back to Search](#)[Print](#)

Generated on: This page was generated by TSDR on 2014-01-07 17:20:56 EST

Mark: CHAQUIRA

Chaquira

US Serial Number: 85768647

Application Filing Date: Oct. 31, 2012

US Registration Number: 4423034

Registration Date: Oct. 22, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance doc

Status Date: Oct. 22, 2013

Publication Date: Feb. 12, 2013

Notice of Allowance Date: Apr. 09, 2013

Mark Information

Mark Literal Elements: CHAQUIRA

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or c

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Translation: The wording "Chaquira" has no meaning in a foreign language.

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Tequila

International Class(es): 033 - Primary Class

U.S Class(es): 047, 049

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 11, 2013

Use in Commerce: Mar. 11, 2013

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Mexcor, Inc.

Owner Address: 8950 Railwood Drive
Houston, TEXAS 77078
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John A. Tang **Docket Number:** 16602.7006

Attorney Primary Email: ipdocketing@strasburger.com **Attorney Email Authorized:** Yes

Address:

Correspondent

Correspondent Name/Address: John A. Tang
STRASBURGER & PRICE, LLP
909 FANNIN STREET
SUITE 2300
HOUSTON, TEXAS 77010
UNITED STATES

Phone: 7139515600 **Fax:** 7139515660

Correspondent e-mail: ipdocketing@strasburger.com **Correspondent e-mail Authorized:** Yes
john.tang@strasburger.com

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 22, 2013	REGISTERED-PRINCIPAL REGISTER	
Sep. 17, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Sep. 14, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	70468
Sep. 14, 2013	ASSIGNED TO LIE	70468
	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	

Sep. 05, 2013

Jul. 24, 2013	STATEMENT OF USE PROCESSING COMPLETE	76538
Jun. 26, 2013	USE AMENDMENT FILED	76538
Jul. 22, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jun. 26, 2013	TEAS STATEMENT OF USE RECEIVED	
Apr. 09, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 12, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 12, 2013	PUBLISHED FOR OPPOSITION	
Jan. 23, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 03, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 01, 2013	ASSIGNED TO EXAMINER	82432
Dec. 18, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 06, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 03, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 14, 2013

Assignment Abstract Of Title Information - None recorded

Proceedings - Click to Load



TEQUILA
CHAQUIRA™
Añejo 100% DE AGAVE *Añejo*
HECHO EN MEXICO 750ml 40% Alc. Vol. (80 PROOF)



TEQUILA

CHAQUIRA™

RESERVA DE EL JAGUAR™

Reserva 100% DE AGAVE Reserva

PRODUCED AND BOTTLED BY: DESTILADORA DEL VALLE DE TEQUILA S.A. DE
C.V. TEQUILA, JAL. MEXICO C.P. 45400 IMPORTED AND DISTRIBUTED BY:
MEXCOR, INC. HOUSTON, TX 77078 www.mexcor.com

100% 1438 CRT

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON
GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC
BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK
OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC
BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR
OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

HECHO EN MEXICO 750ml 40% Alc/Vol (80 PROOF)



Exhibit E

[STATUS](#)[DOCUMENTS](#)[Back to Search](#)[Print](#)

Generated on: This page was generated by TSDR on 2014-01-07 17:32:56 EST

Mark:



US Serial Number: 85794373

Application Filing Date: Dec. 04, 2011

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: A non-final Office action has been sent (issued) to the applicant. This is a letter from the examiner providing information and/or making an initial refusal. The applicant must respond to this Office action. To view the letter, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Aug. 23, 2013

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the overall configuration of a bottle in the shape of a jaguar's head with the surface of the bottle.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 03.01.03 - Lynx; Cats, tigers or other large cats; Cheetahs; Jaguars; Leopard; Tigers; Ocelots; Puma; 19.09.25 - Other bottles, jars or flasks

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability;
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Liqueurs; Rum; Tequila; Vodka

International Class(es): 033 - Primary Class

U.S Class(es): 047, 049

Class Status: ACTIVE**Basis:** 1(b)

Basis Information (Case Level)

Filed Use: No**Currently Use:** No**Filed ITU:** Yes**Currently ITU:** Yes**Filed 44D:** No**Currently 44D:** No**Filed 44E:** No**Currently 44E:** No**Filed 66A:** No**Currently 66A:** No**Filed No Basis:** No**Currently No Basis:** No

Current Owner(s) Information

Owner Name: Villanueva Holding Company LLC**Owner Address:** 8950 Railwood Drive
Houston, TEXAS 77078
UNITED STATES**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where
Organized:** TEXAS

Attorney/Correspondence Information

Attorney of Record

Attorney Name: John A. Tang**Docket Number:** 16602.5001**Attorney Primary Email:** ipdocketing@strasburger.com**Attorney Email Authorized:** Yes**Address:**

Correspondent

Correspondent Name/Address: JOHN A. TANGSTRASBURGER & PRICE, LLP
909 FANNIN ST STE 2300
HOUSTON, TEXAS 77010-1036
UNITED STATES**Phone:** 7139515600**Fax:** 7139515660**Correspondent e-mail:** ipdocketing@strasburger.com
john.tang@strasburger.com**Correspondent e-mail
Authorized:** Yes**Domestic Representative - Not Found**

Prosecution History

Date	Description	Proceeding Number
	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325

Aug. 23, 2013		
Aug. 23, 2013	NON-FINAL ACTION E-MAILED	6325
Aug. 23, 2013	NON-FINAL ACTION WRITTEN	73370
Aug. 08, 2013	LETTER OF PROTEST ACCEPTED	
Mar. 26, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 26, 2013	NON-FINAL ACTION E-MAILED	6325
Mar. 26, 2013	NON-FINAL ACTION WRITTEN	73370
Mar. 22, 2013	ASSIGNED TO EXAMINER	73370
Feb. 28, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	73296
Feb. 28, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	73296
Feb. 21, 2013	ASSIGNED TO LIE	73296
Feb. 19, 2013	TEAS VOLUNTARY AMENDMENT RECEIVED	
Dec. 14, 2012	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 13, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 07, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: BENMAMAN, ALICE MEDINA

Law Office Assigned: LAW OFFICE

File Location

Current Location: TMO LAW OFFICE 116 - EXAMINING ATTORNEY ASSIGNED

Date in Location: Aug. 23, 2013

Assignment Abstract Of Title Information - None recorded

Proceedings - Click to Load

**MARCAS DE TEQUILA DE ENVASADO DE ORIGEN CERTIFICADAS POR EL CONSEJO REGULADOR DEL TEQUILA
ACTUALIZADA AL 14 DE OCTUBRE DEL 2013**

www.TequilaAficionado.com

Empresa	Dirección	NOM	DO T	Representante	Marca	Titular
GUADALAJARA, S.A. DE C.V.	HERRADERO 100 COL.SIN COLONIA	1068	116	JIMENEZ JIMENEZ	30-30	AGROINDUSTRIA GUADALAJARA, S.A. DE C.V.
GUADALAJARA, S.A. DE C.V.	HERRADERO 100 COL.SIN COLONIA	1068	116	JIMENEZ JIMENEZ	BASIKO	TEQUILERA HERNANDEZ E HIJOS, S.A. DE C.V.
GUADALAJARA, S.A. DE C.V.	HERRADERO 100 COL.SIN COLONIA	1068	116	JIMENEZ JIMENEZ	CHARRO DE ORO	AGROINDUSTRIA GUADALAJARA, S.A. DE C.V.
GUADALAJARA, S.A. DE C.V.	HERRADERO 100 COL.SIN COLONIA	1068	116	JIMENEZ JIMENEZ	FIESTA MEXICANA	AGROINDUSTRIA GUADALAJARA, S.A. DE C.V.
GUADALAJARA, S.A. DE C.V.	HERRADERO 100 COL.SIN COLONIA	1068	116	JIMENEZ JIMENEZ	JALISCIENSE	AGROINDUSTRIA GUADALAJARA, S.A. DE C.V.
GUADALAJARA, S.A. DE C.V.	HERRADERO 100 COL.SIN COLONIA	1068	116	JIMENEZ JIMENEZ	LAS NUEVAS TRANCAS	PRODUCTOS DE AGAVE DE CAPILLA, S. DE PR. DE RL.
GUADALAJARA, S.A. DE C.V.	HERRADERO 100 COL.SIN COLONIA	1068	116	JIMENEZ JIMENEZ	REY DE COPAS	AGROINDUSTRIA GUADALAJARA, S.A. DE C.V.
GUADALAJARA, S.A. DE C.V.	HERRADERO 100 COL.SIN COLONIA	1068	116	JIMENEZ JIMENEZ	VOODOO TIKI	TIKI TEQUILA OF AMERICA
TEQUILA SAUZA, S. DE R.L. DE C.V.	COL.CIUDAD GRANJA C.P.45010.	1102	88	TORRES GÓMEZ	100 AÑOS	TEQUILA SAUZA, S. DE R.L. DE C.V.
TEQUILA SAUZA, S. DE R.L. DE C.V.	COL.CIUDAD GRANJA C.P.45010.	1102	88	TORRES GÓMEZ	100 AÑOS CHERRY CHILI MARGARITA	TEQUILA SAUZA, S. DE R.L. DE C.V.
TEQUILA SAUZA, S. DE R.L. DE C.V.	COL.CIUDAD GRANJA C.P.45010.	1102	88	TORRES GÓMEZ	100 AÑOS COLA Y LIMON	TEQUILA SAUZA, S. DE R.L. DE C.V.
TEQUILA SAUZA, S. DE R.L. DE C.V.	COL.CIUDAD GRANJA C.P.45010.	1102	88	TORRES GÓMEZ	100 AÑOS PALOMA	TEQUILA SAUZA, S. DE R.L. DE C.V.
TEQUILA SAUZA, S. DE R.L. DE C.V.	COL.CIUDAD GRANJA C.P.45010.	1102	88	TORRES GÓMEZ	100 AÑOS PALOMA LIGHT	TEQUILA SAUZA, S. DE R.L. DE C.V.
TEQUILA SAUZA, S. DE R.L. DE C.V.	COL.CIUDAD GRANJA C.P.45010.	1102	88	TORRES GÓMEZ	CASA SAUZA	TEQUILA SAUZA, S. DE R.L. DE C.V.

VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	CHAQUIRA, RESERVA DE EL JAGUAR	MEXCOR, INC.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	CHIMAYO	NICHOLAS ENTERPRISES, INC.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	CHUCHO EL ROTO	CELIA VILLANUEVA BARRAGAN
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	CRISTOBAL COLON	MEXCOR, INC.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	DON CARRANZA	EDUARDO MORALES VILLANUEVA
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	DON POLANCO	ASHWIN SHASIKANT RAMCHARAN
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	DON ROMEO	DESTILADORA DEL VALLE DE TEQUILA, S.A. DE C.V.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	DON SERGIO	MEXCOR, INC.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	DON SERGIO LOS CUCOS	MEXCOR, INC.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	EL CABALLO ESTRELLA	CELIA VILLANUEVA BARRAGAN
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	EL CHANGUITO	DESTILADORA DEL VALLE DE TEQUILA, S.A. DE C.V.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	EL PADRINO DE MI TIERRA	DESTILADORA DEL REY, S.A DE C.V.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	EL PERRITO	GABRIEL FAMILY BRANDS, LLC INC
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	EL POBRE	CELIA VILLANUEVA BARRAGAN
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	EL PREMIO DE JALISCO	CORPORACION DE LA TORRE, S.A. DE C.V.
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	EL REFORMADOR	EDUARDO MORALES VILLANUEVA
VALLE DE TEQUILA, S.A. DE C.V.	INTERNACIONAL 102 COL.SANTA CRUZ	1438	152	VILLANUEVA BARRAGAN	EL REY Y YO	CELIA VILLANUEVA BARRAGAN